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Monica,

Please are the BID draft docs.
that were distributed Friday morning.
This is all still very preliminary.
They would like our comments back
to them no later than this next
Friday, 10/20.

Leron

10/16/05
LERON GUBLER
Executive Director

SUMMARY OF HOLLYWOOD BID VISION

A. MANAGEMENT

A1. Focused and coordinated implementation of improvement activities for the BID.

B. LAND USE MIX

B1. Higher quality and compatible retail and entertainment businesses, including:

- Entertainment attractions, such as the Hollywood Entertainment Museum, IMAX, and Virtual Reality venues.
- Movie studio outlet stores, such as Disney & Warner Bros.
- Quality restaurants and high-concept, themed restaurants, such as Planet Hollywood.
- Outdoor dining.
- Specialty coffee and food stores, such as Starbucks, The Coffee Bean.
- Bookstores and record stores, such as Borders, Barnes & Noble, Virgin Mega Store.
- Art galleries, antique shops, rare books and records, entertainment memorabilia.
- Virtual reality and urban theme parks.

B2. Entertainment industry businesses in upper floors.

B3. Residential uses in the areas north and south of Hollywood Boulevard to support businesses.

C. IMAGE/URBAN DESIGN

C1. An unifying theme for physical improvements and buildings that highlights Hollywood's glamour, culture and heritage.

- The icon of movie production.
- The historic playground of the stars.
- The center of the music industry.
- History/nostalgia.

C2. Attractive and visually exciting buildings and signage that complement Hollywood Boulevard's culture and historic context.

- Neon and lit signage reflective of historic signage.
- Programmatic signage that uses bold images (not just text) to advertise product.
- Renovated facades that create a strong, pedestrian friendly presence on the street.
- Bold facade colors.
- Preservation and rehabilitation of historic structures.
- Absence of outdoor merchandise display.

C3. A prominent and attractive public gathering space surrounding the Metro Red Line station portal.

- More open space on Hollywood Boulevard frontage than provided for in current MTA design.
- Performance space.
- Pedestrian amenities, such as outdoor dining, special lighting, fountains, public art, benches, small retail, information kiosk, etc.
- Opportunities for viewing the Hollywood sign, and other landmarks.
- Corridor of palms.
- Presence of adopted theme in design of space and its features.

C4. An unified and distinctive streetscape that reflects the glamour and history of Hollywood, and creates an intimate and friendly place for pedestrians.

- Ficus trees replaced with palms or other shade trees, where appropriate.
- More stage lights.
- Twinkle lights on trees, if feasible.
- Visual gateway at Highland.

- Distinguishing banners.
- Sidewalk widenings or bump outs.
- Additional crosswalk improvements on Boulevard, and on side streets.
- Scramble intersections.

C5. **An attractive and safe environment on side streets.**

- Enhanced lighting, maintenance, and landscaping.
- Adequate parking (See F, Parking and Access).

D. MAINTENANCE

D1. **A clean and well-maintained environment** on Hollywood Boulevard and side streets.

- Clean streets and sidewalks.
- Adequate litter and trash pick up.
- Well-maintained landscaping and street furniture.
- No flyers and posters.
- No graffiti.
- Well-maintained buildings - see Image.

E. SECURITY

E1. **Increase perceived and actual safety and security** on Hollywood Boulevard.

- More security personnel.
- Enhanced physical environment.
- Social service outreach/coordination.

E2. **Improved safety on side streets and alleys.**

E3. **Minimal cruising and gang presence.**

F. MARKETING AND EVENTS PROGRAMMING

F1. **An extended length of stay and usage** of Hollywood Boulevard by visitors.

F2. **Events and activities that attract international, national, regional, and local visitors.**

G. PARKING AND ACCESS

G1. **Easily accessible, safe and attractive parking.**

G2. **Adequate and easy-to-find parking at consistent prices.**

G3. **Multi-modal transit options** that enhance activities on the Boulevard.

G4. **Access to the BID area** during Metro Rail construction.